



Role: Individual Giving Officer
Hours: 37.5 per week Monday to Friday
SAS is currently piloting a new flexitime policy, meaning these hours can be spread around core hours of 10.30am - 3.30pm
Contract: Permanent
Salary: £19,500 - £22,500
Holiday: 25 days per year plus Bank Holidays
Based: Overlooking the sea, St Agnes, Cornwall
Probationary Period: 3 months
Reports to: Head of Individual Giving

Benefits: Incredible ocean location
An additional 1-day holiday per year accrued after each full year of service, up to 3 years.
3% of salary pension contribution*.
** We are undergoing a full review of employee benefits with the aim of offering improved benefits in 2020*

We are Surfers Against Sewage

Surfers Against Sewage is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife. Our mission is simple: to **Create Ocean Activists** everywhere.

We're dedicated to protecting the ocean and we won't stop until it's completely clean, safe and protected for everyone, forever.

Our projects target coastal environment issues including marine plastic pollution, water quality, climate change and coastal development.

From our headquarters in St Agnes, Cornwall, we protect beaches, monitor water quality, organise beach cleans, run educational talks, lobby government and industry, report pollution and campaign for the conservation and protection of our ocean.

Together we are the voice of the ocean, together we are #generationsea

Our vision is simple...

Thriving ocean, thriving people.

This simple phrase captures everything that matters to us, not just in SAS, but humankind. It's a mantra, a motto, a rallying cry to drive us on, with a huge collective goal to help tilt our

Surfers Against Sewage
Wheal Kitty Workshops
St Agnes, Cornwall, TR5 0RD

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info@sas.org.uk
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VAT Registration No. 557675885
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Registered Charity in England & Wales No. 1145877
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delicate planet back on its axis. This sounds huge, but when you love what you do, and work as one, that future draws ever nearer.

We value...

- **Openness:** Together, we're passionate, down to earth campaigners, born out of the community, with a deep unrelenting love of the ocean. We believe in building diverse, inclusive and active communities.
- **Dynamism:** We are dynamic, radical, active, energetic doers and campaigners. From the beaches to the front benches, we bring people together, empowering them to get stuck in and make real change happen.
- **Authenticity:** We are human, doing our best. When we don't get things right, we learn from it. We believe in authenticity. You can't fake trust.
- **Creativity:** We are creative and entrepreneurial. We move fast, think far and believe the future is bright. From our humble home, we make waves (of all shapes and sizes) to improve our greatest gift. A healthy ocean = a healthy society.

About the Role

We are committed to saving the ocean but we have our work cut out for us. Every day 8 million pieces of plastic pollution find their way into our oceans. Nowhere is safe and plastic pollution can now be found on every beach in the world.

We have exciting plans to grow unrestricted income to give us the flexibility to best protect the ocean and we're looking for a talented and motivated individual to help establish and grow our Individual Giving programme.

You'll be joining a small and skilled team to grow our income and inspire new members and donors across the UK to support SAS.

Working closely with the Head of Individual Giving you will help develop and deliver the individual giving programme, recruiting new donors and members and create inspiring communications to engage and retain them.

Key Responsibilities:

- Project manage and create a number of donor and member communications and appeals across multiple channels within agreed timescales and budgets
- Work with external suppliers, including freelancers, direct marketing and telephone agencies on key campaigns to develop creative briefs and evaluate copy and artwork to ensure campaigns are delivered to brief and to a high standard
- Create engaging content for monthly email communications for members and donors

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- Produce the quarterly member's magazine, working with internal teams to source content and manage external suppliers including designers, copywriters and printers
- Manage day-to-day relationships and schedules with external suppliers to ensure appeals and communications are produced on time
- Manage the external print and fulfilment of member and donor appeals and communications, ensuring quality of service and value for money
- Collaborate and build relationships with colleagues in other teams to identify and implement cross-working opportunities and find inspiring content
- Research and implement tactics to inspire supporters, members and donors to pledge a legacy
- Develop and support membership and legacy champions among SAS's national network of volunteers to promote membership and legacies with key stakeholders and communities
- Work with the Fundraising and Administration Officer to obtain supporter data from the CRM to inform campaign selections
- Monitor results of campaigns and identify recommendations to improve future results
- Proof copy, artwork and data, ensuring that creative is delivered to highest standard of quality
- Contribute towards the development of new, innovative approaches across the Individual Giving Team
- Keep up-to-date with developments in the fundraising sector, particularly in relation to best practice and compliance regulation and ensure these are followed on all campaigns

About You

We're looking for a talented and motivated individual with experience of working in a successful fundraising or marketing team, in an acquisition or engagement role.

You will have experience of online and offline marketing tactics, copywriting and creating content to recruit, develop and retain donors or customers.

Above all, you'll have a passion for fundraising and the desire to work in a high performing team.

Essential:

- Experience of working in a fundraising or marketing team
- Knowledge of Individual Giving fundraising and acquisition and retention tactics
- Able to write engaging copy and create content for a variety of audiences, in both digital and print
- Knowledge of email marketing tactics and hands on experience of using email marketing tools e.g. Campaign Monitor
- Knowledge of print and fulfilment processes
- Highly organised, with good planning and project management skills

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- Ability to work in a team towards multiple deadlines
- Strong relationship building skills
- Ability to work independently and flexibly to manage competing priorities and deadlines
- Ability to take initiative to solve problems
- Strong attention to detail
- Experience of using a CRM database
- Fully IT literate
- Awareness of the importance of the Data Protection Act and GDPR
- Ability to learn quickly and adapt to team needs
- Inspired by SAS's mission and vision

Desirable:

- Experience in a donor acquisition and/or engagement role
- Experience of monitoring results and reporting against plans and budgets
- Experience of project managing medium-large scale print and fulfilment
- Understanding and experience of data analysis
- An eye for spotting opportunities and enjoy contributing to strategy

How to apply

To apply, please send your CV and cover letter explaining why you want the role, how your skills and experience meet the requirements and what you can bring to the team to recruitment@sas.org.uk

Closing Date: 10pm Monday 3rd February

Interview Date: Interviews expected to be held on Monday 10th February at SAS HQ in St Agnes, Cornwall.

Surfers Against Sewage values diversity and is committed to equality of opportunity and welcomes applications from all sections of the community.

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